

IN THE CLAIMS

Please amend the claims as follows:

1.-15. (Canceled)

16. (Currently Amended) A system comprising:

a web server; and

an integrated shipping server hosted by a third party payment service, linked in communication with the web server,

the web server and integrated shipping server, acting as an intermediary server between a sender and a shipping vendor, comprising software instructions that when executed enable the sender to arrange for shipment of a package to a recipient via the shipping vendor by performing operations, by the integrated shipping server, including:

generating and serving web pages via which shipping information including sender address may be automatically entered into the web pages; and

interacting with an on-line interface hosted by the shipping vendor to register the sender with the shipping vendor and to arrange for shipment of the package via the shipping vendor using the shipping information, such that the interaction appears as being directly from the sender through use of the shipping information;

receiving shipping data pertaining to the shipment from the shipping vendor, said shipping data including data corresponding to a shipping label; and
generating and serving a web page via which the shipping label may be printed.

17. (Original) The system of claim 16, further comprising a payment server linked in communication with the integrated shipping server and comprising further software instructions that when executed perform the operation of facilitating payment for the shipment from the seller to the shipping vendor.

18. (Original) The system of claim 17, wherein the system is configured to be operable by a third-party payment service for which the seller has an account, and facilitating payment of the shipment comprises:

providing payment from the third-party service to the shipping vendor; and

deducting a shipping cost of the shipment from the seller's third-party payment service account.

19. (Original) The system of claim 18, wherein payment from the third-party service to the shipping vendor is facilitated via interaction between the payment server and a debit/credit card authorization/settlement network.

20. (Original) The system of claim 19, wherein execution of the software instructions further performs the operations of:

generating a virtual debit card; and

employing the virtual debit card to pay the shipping vendor.

21.-22. (Canceled)